

# PRESS RELEASE

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## Keenan Auto Body Builds the A. R. C. and Joins the Elite few of Certified Aluminum Repair Centers throughout the country.

Clifton Heights, Pa. August 4, 2009 – Keenan Auto Body Vice President and COO, Michael LeVasseur, announced the completion of Keenan's newest location, the Aluminum Repair Center simply called the A.R.C. "Our motto has been, "It's your choice, make the right choice, choose Keenan Auto Body." Now, states LeVasseur, Make us your choice for Certified Aluminum Repair."

"We have made the investment in both training and high-end factory approved equipment available today. Because repair shops holding this type of certification are few and far between, we have committed to increase our repair radius up to one hundred miles away. You shouldn't settle for sub-standard repair work just because a certified shop is not in your immediate area. We will pick up your vehicle and drop off when complete. We gladly work with your insurance company to expedite the claim, hassle free and get you back on the road as soon as possible. Additionally we are backed by a Nationwide Lifetime Guarantee."

### **Factory Authorized by BMW of North America**

What does Being Factory Certified by BMW of North America mean? For BMW owners, this means we are expertly trained and equipped to return your BMW to Factory Standards. Fewer than sixty Collision Repair Centers in the entire country can make this claim. "We made the capital and technical investment because of our business philosophy - which is to offer the best Collision Repairs possible to all of our customers". Stated, Craig Camacho, Keenan Auto Body's Marketing Director. Keenan also has long term working relationships with all the major insurance companies that benefit customers even more by reducing down time and increasing communication.

### **Factory Certified by Mercedes Benz USA.**

Being Mercedes Benz Certified in Aluminum Repair also ensures customers that Keenan A.R.C. has invested in and has been properly trained in the rigors of proper factory repairs to some of the finest vehicles made today. "Our Mercedes certified technicians are enrolled in ongoing education to keep up with today's challenging and ever changing vehicle designs and structures", states Camacho.

Founded in 1952 by Joseph T. Keenan and acquired in 1979 by his son Donald J. Keenan, current CEO, the family owned collision center has become one of the largest non dealer multi shop operations in the Northeast region. Each one of now nine Keenan locations are equipped with computerized measuring systems, high- end frame equipment, resistant spot welders, heated downdraft paint booths, and damage analysis bays. Keenan is a proud member of the Fix Auto Network, the Everest Partners 20 group, CIC, SCRS, ASA, and the DuPont Performance Alliance.

### **Protect Your Investment**

The best way to ensure a proper repair is to use equipment consistent with your vehicle's specifications.

Keenan Auto Body, certified by Mercedes-Benz and factory authorized by BMW, uses factory-approved equipment. The Keenan A.R.C. has also been sponsored by YBH Audi VW and West Chester Jaguar and is in the process of becoming Audi certified. For additional information contact marketing director, Craig Camacho @610-587-3187 or visit [www.KeenanAutoBody.com](http://www.KeenanAutoBody.com)